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CLAIMS:

1. A reflective liquid crystal display (500, 600) comprising a liquid crystal layer (502, 602), an absorbing color filter (501, 601) and a broadband reflector (504, 604), said liquid crystal display (500, 600) further comprising a holographic reflector (503, 603) arranged between said liquid crystal layer (502, 602) and said broadband reflector (504, 604).

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- 2. A reflective liquid crystal display (500, 600) according to claim 1, wherein said absorbing color filter (501, 601) is arranged on a viewer side of said holographic reflector (503, 603).
- 10 3. A reflective liquid crystal display (500, 600) according to claim 1, wherein said broadband reflector (504, 604) is a diffusive reflector.
 - 4. A reflective liquid crystal display (500, 600) according to claim 1, wherein said absorbing color filter is a structured RGB filter (501, 601) defining red, green and blue sub-pixels, said liquid crystal display thus being a RGB display.
 - 5. A reflective liquid crystal display (600) according to claim 1, wherein said holographic reflector (603) is a white holographic reflector.
- 20 6. A reflective liquid crystal display (500) according to claim 4, wherein said holographic reflector (503) is a structured holographic reflector defining red, green and blue sub-pixels corresponding to said absorbing color filter.